

SERVER, INFORMATION COMMUNICATION TERMINAL, PRODUCT
SALE MANAGEMENT METHOD, AND STORAGE MEDIUM AND PROGRAM
TRANSMISSION APPARATUS THEREFOR

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ABSTRACT OF THE DISCLOSURE

A product retail sales management server for managing
the retail sales of a product across a communication
network comprises: a retail sales management module for
10 managing the retail sales of the product; a price update
module 13 for dynamically setting the price of the product
in accordance with rules and the retail sales state of the
product and in accordance with the actual retail sales
state of the product when managed by the retail sales
15 management module; and an acceptance module 11 for, upon
the receipt of an information request via the communication
network, furnishing a request transmission source with the
information concerning the product and the price of the
product, set by the price update module at the time the
20 information request is received.